

VISION ONE EYECARE SAVINGS PROGRAM

**FOR
BLUE CROSS AND BLUE SHIELD OF
FLORIDA EMPLOYEES**



**Blue Cross
Blue Shield**
of Florida

An Independent Licensee of the Blue Cross and Blue Shield Association.

THE VISION ONE EYECARE PROGRAM

Save up to 60% on all your eyecare needs. The Vision One Eyecare Program offers you and your family immediate savings on all your eyecare needs including: eye exams, frames, lenses and contacts. Save up to 60% on designer frames, 40% on bifocals and 20% on contact lenses.

Over 1600 locations nationwide.

Vision One is honored at every one of our more than 1600 locations. You will find providers conveniently located in stores you know and trust like Sears, Montgomery Ward, JCPenney and many others. Check the provider directory for a location near you. For your convenience, evening and weekend hours are available and most locations accept credit cards.

Save \$5 or \$10 on eye examinations.

Licensed Doctors of Optometry maintain practices at most Vision One locations to provide eye examinations and prescriptions. In addition, participating Vision One doctors have agreed to discount their normal spectacle exam fees by \$5 and contact lens exam fees by \$10. However, if you would rather have an examination elsewhere, you can still bring us your prescription and we will gladly fill it, just as your doctor ordered, at discounted Vision One prices.

Two great ways to save on contact lenses.

Visit any Vision One location and you will save 20% on any pair of contacts. Or, if you prefer the convenience of purchasing replacement contact lenses through the mail, use the Vision One Contact Lens Replacement Program.

Easy to use.

Simply visit a participating provider of your choice and present your BCBSF identification. At the time of your visit, the provider verifies your eligibility and discounted Vision One prices are automatically calculated. There are no claim forms to file and no waiting for reimbursements. And, your family can use your Vision One benefits as often as it wants. There is no limit to your savings.

Savings Example

	Regular Retail	Vision One Cost
Frame	\$100	\$50
Single Vision Lenses	\$ 56	\$30
Solid Tint (option)	\$ 12	\$ 8
Dispensing Fee	N/A	\$ 8
TOTAL COST	\$168	\$96
You Save \$72.00		

(Note: Eye Exam subject to discount. Fee varies by location.)

VISION ONE CONTACT LENS

Replacement Program

Vision One offers the most convenient and economical way to purchase replacement contact lenses. With the Vision One Contact Lens Replacement Program, you can buy the exact brand name contact lenses your doctor prescribes for less.

Brand name contact lenses at discount prices.

Vision One carries all types of contact lenses: soft and hard; daily wear and extended wear; clear lenses, fashion tints and opaques; gas permeables and disposables. With an inventory of over 120,000 lenses, we have most prescriptions in stock. And, Vision One has all the leading brands: Bausch & Lomb, Ciba Vision, DuraSoft, Cooper Vision, Acuvue, Surevue, Barnes©Hind and more. All in manufacturer's original sealed vials, and at discount prices to you.

The most convenient way to replace contact lenses.

The Vision One Contact Lens Replacement Program can be accessed whether you are home, at work or traveling. With Vision One you can rest assured knowing, if you lose or tear your contacts, you're only a telephone call away from fresh, new contacts. We're everywhere you are.

No membership fees for your entire family.

With Vision One, you save twice: your family pays no membership fees (other programs charge up to \$25 per person membership fee) and you enjoy great savings on the purchase of replacement contact lenses.

Your Satisfaction is Guaranteed.

Vision One guarantees that you will receive the exact lenses your doctor prescribed. We guarantee that all lenses are first quality, factory fresh and manufacturer sealed. If for any reason you are dissatisfied with your lenses, your money will be refunded.

Easy to use.

After visiting a Vision One eye doctor, or another doctor of your choice, obtain your prescription. Then, call the Vision One Contact Lens Replacement Program's toll free number, 1-800-987-LENS, Dept. 701-1 and customer service representatives will assist you in the ordering process.

A&S	Abraham & Straus Optical	LAZ	Lazarus Optical
AYR	L.S. Ayres Optical	MCR	McRae Optical
BRO	Burdin Optical	MFD	Monfreid Optical
BST	Boston Optical	ND	New Deal Optical
CAR	Carson Pirie Scott Optical	ONE	One Hour Optical
OIL	Dillard's Optical	OTH	Other Provider
DUL	Duling Optical	RCH	Rich's Optical
ELD	Elder-Beerman	ROY	Royal Optical
FAM	Famous Barr Optical	SEA	Sears Optical
FIS	Fisher Optical	SER	Service Optical
FLO	Marshall Fields Optical	SIM	Simon Optical
GVS	General Vision Service	TEX	Texas Optical
HRN	Horne's Optical	20	20/20 Vision Optical
JCP	JCPenney Optical	WO	Wall & Ochs Vision Optical
KAU	Kaufmann's Optical	WRD	Montgomery Ward Vision Center
KDY	Kindy Optical	ZCM	ZCM Optical

The Vision One Provider Directory

The Vision One Provider Directory has been designed to assist you in locating a participating Vision One optical provider. The directory is organized alphabetically by city within Florida. The index lists all abbreviations used in the directory.

Locations are subject to change; therefore, you may choose to call the Vision Care Information Center at 1-800-424-1155 for

the most current listing. Customer service representatives are available weekdays 9-9 and Saturdays 9-5, Eastern time.

ALABAMA

Mobile Bel Air Mall (205) 476-5818	JCP	Mobile Bel Air Mall (205) 470-6639	SEA
Mobile Springdale Mall (205) 476-3784	ROY	Mobile Springdale Mall (205) 450-4537	WRD

FLORIDA

Altamonte Spg Altamonte Springs Mall (407) 830-2398	BRD	Altamonte Spg Altamonte Springs Mall (407) 332-0644	JCP
Altamonte Spg Altamonte Springs Mall (407) 339-3937	DNE	Altamonte Spg Altamonte Springs Mall (407) 767-6239	SEA
Boca Raton Town Center Mall (407) 393-4226	BRD	Boca Raton Town Center Mall (407) 338-1139	SEA
Boynton Beach Boynton Beach Mall (407) 731-3639	SEA	Bradenton Desoto Square Mall (813) 749-1871	JCP
Bradenton Desoto Square Mall (813) 745-3390	SEA	Clearwater Clearwater (813) 797-0681	WRD
Brandon Brandon Town Center (813) 654-7748	JCP	Brandon Brandon Town Center (813) 661-7868	SEA
Clearwater Countryside Mall (813) 796-2191	JCP	Clearwater Countryside Mall (813) 791-5262	SEA
Coral Gables 3655 Coral Way (305) 460-3468	SEA	Coral Springs Coral Square Mall (305) 345-7050	JCP
Coral Springs Coral Square Mall (305) 755-7997	ONE	Coral Springs Coral Square Mall (305) 345-1366	SEA
Crystal River Crystal River Mall (904) 795-6559	SEA	Daytona Beach Volusia Mall (904) 253-6376	JCP
Daytona Beach Volusia Mall (904) 254-5239	SEA	Ft Lauderdale 901 N. Federal Hwy (305) 779-1382	SEA
Ft. Lauderdale 2414 E. Sunrise Blvd. (305) 537-2371	BRD	Ft Meyers Edison Mall (813) 939-2657	JCP
Ft Meyers Edison Mall (813) 275-1336	SEA	Ft Pierce Orange Blossom Mal (407) 466-1303	ONE

Ft Pierce Orange Blossom Mall (407) 468-3330	SEA	Gainesville Oaks Mall (904) 333-2371	BRD
Gainesville Oaks Mall (904) 332-8643	JCP	Gainesville Oaks Mall (904) 331-8650	SEA
Hialeah Westland Mall (305) 825-7205	BRD	Hialeah Westland Mall (305) 823-9880	JCP
Hialeah Westland Mall (305) 364-3879	SEA	Homestead 120 N.E. 8th St. (305) 248-4832	SEA
Jacksonville Avenues Mall (904) 363-1883	JCP	Jacksonville Avenues Mall (904) 363-1777	SEA
Jacksonville Regency Square S/C (904) 725-8058	JCP	Jacksonville Regency Square S/C (904) 727-3239	SEA
Jensen Beach Treasure Coast Mall (407) 692-3477	JCP	Jensen Beach Treasure Coast Mall (407) 692-5436	SEA
Key West Searstown (305) 294-4621	SEA	Kissimmee Osceola Square Mall (407) 846-6060	ONE
Lakeland 4005 US 98 North (813) 858-6699	WRD	Lakeland Lakeland Square Mall (813) 859-3127	JCP
Lakeland Lakeland Square Mall (813) 859-8239	SEA	Leesburg Lake Square Mall (904) 728-4104	ONE
Leesburg Lake Square Mall (904) 360-6469	SEA	Mary Ester Santa Rosa Mall (904) 664-8391	SEA
Melbourne 1050 S. Babcock St (407) 768-9239	SEA	Melbourne Melbourne Square Mall (407) 676-9317	BRD
Melbourne Melbourne Square Mall (407) 727-8807	JCP	Melbourne Melbourne Square Mall (407) 676-3937	ONE
Merritt Island Meritt Square Mall (407) 452-9080	JCP	Merritt Island Meritt Square Mall (407) 455-6235	SEA
Miami 22 E. Flagler St (305) 577-2516	BRD	Miami Aventura Mall (305) 937-0362	JCP
Miami Aventura Mall (305) 937-7568	SEA	Miami Cutler Ridge Mall (305) 378-5105	SEA
Miami Dadeland Mall (305) 662-3243	BRD	Miami Dadeland Mall (305) 665-1362	JCP

FLORIDA *(continued)*

Miami International Mall (305) 594-5865	JCP	Miami International Mall (305) 470-7866	SEA
Miami Town and Country Mall (305) 270-9255	SEA	Miami Cutler Ridge Mall (305) 252-2798	JCP
N. Miami Beach 1333 NE 163rd St (305) 940-4325	BRO	Naples Coastland Mall (813) 643-9334	SEA
Ocala Paddock Mall (904) 237-0055	JCP	Ocala Paddock Mall (904) 873-5270	SEA
Orange Park Orange Park Mall (904) 264-7070	JCP	Orange Park Orange Park Mall (904) 269-8239	SEA
Orlando Fashion Square Mall (407) 896-5398	BRO	Orlando Fashion Square Mall (407) 896-1006	JCP
Orlando Fashion Square Mall (407) 228-6239	SEA	Orlando Florida Mall (407) 851-9133	JCP
Orlando Florida Mall (407) 826-9673	SEA	Ormond Beach 126 S. Nova Road (904) 615-9030	SEA
Palm Bch Gardens Gardens Mall (407) 775-8439	SEA	Panama City Panama City Mall (904) 872-2239	SEA
Pembroke Pines Pembroke Lakes Mall (305) 433-4883	JCP	Pembroke Pines Pembroke Lakes Mall (305) 438-3139	SEA
Pensacola University Mall (904) 478-1787	JCP	Pensacola University Mall (904) 474-5478	SEA
Pinellas Park Pinellas Square Mall (813) 521-2454	JCP	Pinellas Park Pinellas Square Mall (813) 525-6034	WRD
Plantation Broward Mall (305) 475-3334	BRO	Plantation Broward Mall (305) 475-4259	JCP
Plantation Broward Mall (305) 370-2868	SEA	Pompano Beach Pompano Fashion Sq Mall (305) 946-6925	JCP
Pompano Beach Pompano Fashion Sq Mall (305) 783-1169	SEA	Port Charlotte Town Center Mall (813) 743-1635	SEA
Port Charlotte 1441 Tamiami Trail (813) 624-4600	JCP	Port Richey Gulf View Square Mall (813) 846-1972	JCP

Port Richey Gulf View Square Mall (813) 846-6235	SEA	Port Richey Gulf View Square Mall (813) 849-6783	WRD
Sarasota Sarasota Square Mall (813) 923-0178	JCP	Sarasota Sarasota Square Mall (813) 921-8278	SEA
St Petersburg Crossroads S/C (813) 347-9191	WRD	St Petersburg Tyrone Square Mall (813) 344-2611	JCP
St Petersburg Tyrone Square Mall (813) 341-7263	SEA	Tallahassee Governor's Square Mall (904) 878-5721	JCP
Tallahassee Governor's Square Mall (904) 671-6278	SEA	Tampa Eastlake Square Mall (813) 621-7551	JCP
Tampa Eastlake Square Mall (813) 621-5290	WRD	Tampa Tampa Bay Center (813) 872-3185	BRO
Tampa Tampa Bay Center (813) 878-9262	SEA	Tampa Tampa Bay Center (813) 876-0445	WRD
Tampa University Square Mall (813) 977-7000	JCP	Tampa University Square Mall (813) 978-3263	SEA
Tampa Westshore Plaza Mall (813) 286-7111	JCP	Titusville Searstown Mal (407) 268-9239	SEA
West Palm Beach Palm Beach Mall (407) 683-3058	JCP	West Palm Beach Palm Beach Mall (407) 640-5139	SEA
Winter Haven Winter Haven Mall (813) 297-7380	SEA		

GEORGIA

Brunswick Glynn Place Mall (912) 264-7635	SEA	Columbus Columbus Square Mall (404) 563-6615	SEA
Columbus Peachtree Mall (706) 324-1322	ROY	Columbus Peachtree Mall (706) 322-6761	WRD
Waycross Eye Care One Hatcher Point Mall (912) 285-2021	OTH		

Vision One Eyecare Savings Program for Blue Cross and Blue Shield of Florida Employees

	Vision One Cost	Typical Savings
FRAMES		
Up to \$54.00 retail	\$20.00	60%
From \$55.00 to \$74.00 retail	\$30.00	60%
Over \$74.00 retail	50%	50%
LENSES (uncoated plastic)		
Single vision	\$30.00	50%
Bifocal	\$52.00	40%
Trifocal	\$62.00	45%
Lenticular	\$97.00	60%
LENS OPTIONS		
(add to above lens prices)		
Progressive (no line bifocals)	\$55.00	20%
Polycarbonate	\$30.00	40%
Scratch resistant coating	\$15.00	25%
Ultra-violet coating	\$12.00	40%
Anti-Reflective Coating	\$38.00	25%
Solid tint	\$ 8.00	33%
Gradient tint	\$12.00	20%
Photochromic	\$15.00	63%
EYE EXAMINATIONS*		
Spectacle - \$5 off regular fee		
Contact - \$10 off regular fee		
CONTACT LENSES		
Two ways to save on contact lenses:		
1. Visit our 1600+ nationwide locations and save 20%.		
2. Use the Vision One Contact Lens Replacement Program for additional savings and convenience.		
SAFETY EYEWEAR		
Available at Vision One prices in select locations		
ACCESSORIES, SOLUTIONS AND ALL OTHER MERCHANDISE		
20% Discount from regular retail prices		
DISPENSING FEE (Eyeglasses only)		
The fee for fitting an dispensing (including unlimited eyeglass adjustment) is only \$8.00. Prices are effective as of January 1, 1995 and are subject to change without notice.		

* Eye examinations are provided by licensed Doctors of Optometry located in or adjacent to most participating optical departments. Be sure to call the Doctor of Optometry in advance to make an appointment and verify participation in the exam discount program. For the Optical Department nearest you, call 1-800-424-1155 weekdays 9-9 and Saturdays 9-5 Eastern Time.